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FROM:

*IPC Staff*

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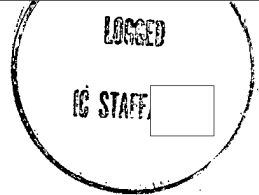
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DIRECTOR OF CENTRAL INTELLIGENCE  
Intelligence Producers Council  
Washington, D.C. 20505

*signature*  
08 JUN 1989

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IPC 1995/89  
8 June 1989



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MEMORANDUM FOR: Members, Consumer Survey Action Group and Briefing Subcommittee

FROM:   
Chairman, Consumer Survey Action Group

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SUBJECT: Request for Departmental Material for Orientation Briefing

1. Attached is a concept paper for a video briefing on the Intelligence Community to be developed for senior policymakers. This paper was based on the sense of the meetings of the briefing subcommittee and the Action Group as a whole. Please forward any comments on the concept paper to  or to me at your earliest convenience.

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2. Our next step is to get a page or two of text on each organization to cover the topical points described in paragraph two of the concept paper. We would appreciate inputs from your organization by 15 June because we will have to merge the pieces into a coherent unit before we can deliver a package to the production people.

3. If you have any questions on this matter or want particular points discussed at the 15 June CSAG meeting, please call

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Attachment

8 June 1989

### Concept Paper for a Videotaped Orientation Briefing on the Intelligence Community

1. Background. The results of the 1988 Intelligence Consumer Survey indicate that many senior civilian and military policymakers need a better understanding of the Intelligence Community. For this reason, the Intelligence Producers Council (IPC) recommended the preparation of an orientation briefing, and the IPC Staff established a Consumer Survey Action Group with a subcommittee to develop the briefing. The subcommittee, comprised of representatives from CIA, DIA, NSA, and State Department, met in mid-May and agreed that a video presentation would be the most effective medium. Vugraphs and slides would be prepared as backups.

2. Briefing Content. The key is to tell senior-level consumers what the Intelligence Community is and what it does, and indicate how the consumer can benefit from close relations with the Community. The briefing would begin with a definition of intelligence, followed by information on the flow and direction of authority from the President, relations with the Congress, and the membership of the Intelligence Community. The body of the briefing would present the intelligence process--requirements, collection, analysis, and production--linked to contemporary issues--such as, trade and finance, narcotics, [redacted] political crises--and illustrate how the organizations work together to meet these challenges. Finally, the briefing would address the relationship between the Intelligence Community and its consumers, the types of products available, and various means to obtain intelligence.

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3. Procedures. Based on discussions with CIA/CPAS [redacted], we would develop a video briefing under the following arrangements:

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- a. CPAS could begin in early July and would expect to complete production in late summer. CPAS would provide the director, script writer, researchers, and technical support.
- b. The briefing would be aimed at senior US civilian and military policymakers. New employees of the Intelligence Community would constitute a secondary audience.
- c. The estimated running time for this briefing would be 12 minutes.
- d. The briefing would either be Unclassified--Official Use Only or be classified Confidential.
- e. The IPC Staff would integrate inputs from the member organizations of IPC to provide an 8-to-10 page text for adaptation to a script.
- f. Upon completion of production, the Intelligence Producers Council would review the briefing prior to release.

- g. The approved briefing materials would be delivered to liaison staffs, senior intelligence officers, and others who would present the briefing to the intended audience. Complementary reference aids, such as the Executive's Guide to Intelligence, would be available as handouts to accompany the video presentation.
- h. Initial distribution of videotapes is expected to be about 30.
- i. The IPC Staff would initiate an annual review of the briefing to ensure accuracy and relevance to consumers.

4. Briefing Layout. The presentation would include static shots (such as the organization and relationship of the Intelligence Community and an array of products), action scenes (clips of intelligence issues, such as a street demonstration, aircraft operations, etc.), and integrated clips (a collection activity flowing into an analytical scene resulting in a product). Some brief text would overlay a scene (such as presenting the mission of DIA while showing some of DIA's capabilities).

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5. Timetable.

- A. Mid-June: Develop Concept Paper
- B. Early July: Completion of Text
- C. Mid-July: Commencement of Production
- D. 1 September: Completion of Production
- E. Mid-Sep: Review and approval
- F. 1 October: Reproduction and Dissemination

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